

Message Text

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ACTION COME-00

INFO OCT-01 EUR-12 NEA-10 ISO-00 EB-08 /031 W

-----060940Z 074351 /14

R 060726Z FEB 77

FM AMCONSUL DHAHRAN

TO SECSTATE WASHDC 5241

INFO AMEMBASSY JIDDA

AMEMBASSY KUWAIT

AMEMBASSY ATHENS

AMEMBASSY MANAMA

AMEMBASSY TEHRAN

USINT BAGHDAD

UNCLAS DHAHRAN 0157

E.O. 11652: N/A

TAGS: BEXP, GR, XF

SUBJECT: DHAHRAN STOPOVER OF EDP TECHNICAL SEMINAR ADVANCE OFFICER

REF: DAHRAN 0068 (NOTAL)

1. EXP SEMINAR ADVANCE OFFICER RUAN HAD 23-HOUR STOPOVER IN DHAHRAN WHICH SERVED USEFUL PURPOSE OF FURTHER PROMOTING USDOC-SPONSORED SEMINAR WHICH IS TO BE HELD IN JIDDA FEBRUARY 22-24. ALTHOUGH RUAN'S ITINERARY BROUGHT HIM TO DHAHRAN ON FRIDAY (NORMALLY A DIFFICULT DAY TO PROGRAM VISIT BECAUSE IF IS MUSLIM SABBATH) POST WAS ABLE TO HOST KEY ROUP OF RESIDENT LEADERS FROM SAUDI ARABIA'S GROWING ELECTRONIC DATA PROCESSING PROFESSION TO EARLY EVENING SOCIAL OCCASION. RELAXED SESSION FOCUSED FOR TWO HOURS ON SEMINAR AND TRENDS IN SAUDI ARABIA'S EDP BUSINESS.

2. RUAN'S LIVELY PRESENTATION, COVERING CONTENT OF PAPERS AND US COMPANIES REPRESENTED IN SEMINAR, CAPTURED INTEREST OF GUESTS. INFORMAL GATHERING PERMITTED RUAN TO BETTER UNDERSTAND SAUDI MARKET FOR EDP EQUIPMENT AND SOFTWARE AND PROBLEMS OF DATA PROCESSING ART IN SAUDI ARABIA. MOST IMPORTANT ELEMENT OF DISCUSSION WAS REVIEW

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OF HOW EDP SEMINAR WILL DOVE-TAIL WITH PROGRAM OF SAUDI COMPUTER CONFERENCE WHICH IS HOSTING EDP SEMINAR. CHAIRMAN OF CONFERENCE PROGRAM COMMITTEE, WHO WWAS ONE OF GUESTS, STRESSED THAT CONFERENCE IS DESIGNED TO ATTRACT EDP PROFESSIONALS AND REPRESENTATIVES OF COMPANIES FROM THROUGHOUT SAUDI ARABIA. CONFERENCE PLANNERS ANTICIPATE 200 WILL COME AND ESTIMATES SUGGEST ATTENDANCE MAY RUN AS HIGH AS 300. IT SEEMS CLEAR THAT US COMPANIES PARTICIPATING

IN SEMINAR WILL HAVE UNUSUALLY GOOD OPPORTUNITY TO MEET NEARLY EVERYONE IN SAUDI ARABIA WHO IS ACTIVE WITH EDP WORK OR INTERESTED TO LEARN MORE ABOUT STATE OF ART IN INDUSTRY AND HOW APPLICATIONS OF EDP COULD HELP THEIR COMPANY OF SAG DEPARTMENT.

3. COMMENT: POST FOUND RUAN VISIT ENTIRELY USEFUL AS MEANS TO FUEL LOCAL INTEREST IN US TRADE PROMOTION EVENT HELD OUTSIDE CONSULAR DISTRICT. A BOW TO USDOC FOR INCLUDING DHAHRAN IN RUAN'S ITINERARY. WHEN OTHER COMMERCE-ORGANIZED TRADE PROMOTION EVENTS ARE SCHEDULED FOR NEIGHBORING GULF POTS OR ELSEWHERE IN KINGDOM, POST WOULD WELCOME VISIT OF ADVANCE MAN TO HAVE SIMILAR "ONE-NIGHER-IN DHAHRAN. SUCH OCCASIONS, POST BELIEVES, CAN BE VERY USEFUL TO MEET WITH APPROPRIATE BUSINESS LEADERS AND ENCOURAGE ATTENDANCE AT NEARBY TRADE PROMOTION EVENTS. VISIT SHOULD BE PROGRAMMED FOR WEEKDAY EVENING AND, OF COURSE, UTILITY OF DHAHRAN STOP SHOULD BE DISCUSSED WITH POST BEFOREHAND (AS WAS CASE WITH RUAN VISIT) TO DETERMINE IF IT IS TO ADVANTAGE OF ADVANCE MAN TO SPEND TIME IN EASTERN PROVINCE.
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